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ENERGY 101 FOR COMMUNICATORS:

HOW TO TELL AND SELL ENERGY ACCESS STORIES

APRIL 4 – 6, 2016 | PRETORIA, SOUTH AFRICA



Photo: Power Africa



Photo: Power Africa

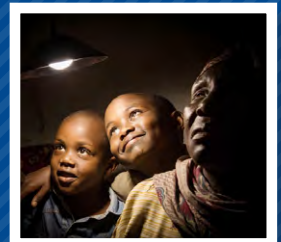


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Dear Colleagues,

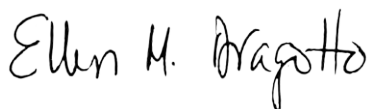
Welcome to the Energy 101 for Communicators: How to Tell and Sell Energy Access Stories workshop. We are very pleased that you are joining us for this important workshop to help improve your understanding of the communication strategies that are available when supporting energy programs like Power Africa.

Energy continues to take on greater prominence as a U.S. Government development objective. In recent years, we have seen several new initiatives related to energy emerge, including Power Africa, the Powering Agriculture Grand Challenge, and Sustainable Energy for All. This workshop is in response to a growing focus on energy and is designed to help you better understand the sector. Our goal is to help you improve messaging around our energy programs and energy policy initiatives that will develop the sector and ensure sustainability. This workshop is designed to provide you with a basic understanding of the energy sector and how the power sector works, along with an understanding of effective communications strategies designed to engage stakeholders. We will also provide you with new tools to better communicate powerful human interest stories that are so important to energy programs like Power Africa.

We are excited that Power Africa, in collaboration with the E3's Energy Division, is offering this comprehensive overview course addressing the intersection of energy and communications. Our thinking in the design of this course was to cover a range of energy topics, as well as introduce key terms and concepts, in order to give you a better understanding of the energy sector.

We see this training as just the beginning. Going forward, please feel free to help us build a continuing program that will serve the needs of communicators across agencies. We look forward to your recommendations and suggestions. Your feedback is valued, and we look forward to your active involvement in the workshop.

With best regards,



Ellen M. Dragotto

E3/Energy Division



Rudy Gharib

Power Africa

AGENDA

THE BUREAU FOR ECONOMIC GROWTH, EDUCATION AND ENVIRONMENT'S (E3)

OFFICE OF ENERGY AND INFRASTRUCTURE (E&I), ENERGY DIVISION AND POWER AFRICA PRESENT

ENERGY 101 FOR COMMUNICATORS:
HOW TO TELL AND SELL ENERGY ACCESS STORIES

April 4 – 6, 2016 | Pretoria, South Africa

MONDAY, APRIL 4

8:30 – 8:45 **Registration**

8:45 – 9:00 **Welcome, Course Overview, Trainer/Participant Introductions**
Facilitators: Ellen Dragotto, E3/E&I/Energy Division and Rudy Gharib, Power Africa

9:00 – 9:30 **Power Africa 101**
Presenter: Andy Herscowitz, Power Africa

Session: Six hundred (600) million people in sub-Saharan Africa lack access to power. Power Africa is President Obama's whole-of-government energy initiative led by USAID bringing together the collective resources of the U.S. Government, global private and public sectors, and donor agencies like the World Bank, United Nations, and African Development Bank to untangle the legal, financial, and technical issues that have traditionally prevented Africa's energy from progressing. Energy access limits economic growth, education rates, and healthy populations.

9:30 – 10:30 **Energy 101: Energy Terms and Basic Concepts**
Presenter: Brenda Maday, Engility Corporation

Session: This session introduces participants to basic concepts and terms that are crucial for understanding the power sector. The session attempts to make technical terms in the energy sector more accessible to nontechnical audiences. Participants will learn about important energy terms, concepts, and measurements. We also review different types of power generation systems, including hydrocarbon-based power, renewables, and biomass along with their main technical features and the scale of these systems.

10:30 – 10:45 **Coffee Break**

10:45 – 11:45

The Basics of Power: Electricity and Power Systems
Presenter: Nada Bright, Power Africa Transactions and Reforms Program (PATRP)

Session: How is the utility sector set up? This session looks at the costs of providing energy services and how to pay for these costs. The session also discusses the basics of power system operations, the efficient dispatch of electricity, and challenges of renewable energy for grid operations. How the utility sector is set up is also discussed, including different examples of models and public versus private. The session ends with a discussion of how consumers and governments pay for sustainable energy services.

11:45 – 12:15

Discussion on Energy Challenges and Communications
Facilitator: Rudy Gharib, Power Africa

ACTIVITY Q&A: What are some of the main energy challenges in your country? What have been your barriers to better communicating these challenges? What resources are available to you for better communicating energy stories? This session will help build the landscape for our communication trainings over the course of the next three days.

12:15 – 1:15

Lunch

1:15 – 2:15

Power Markets in Africa
Presenter: Ria Govender, Power Africa Transactions and Reforms Program (PATRP)

Session: This session discusses the advantages and disadvantages associated with different types of power markets starting with government-owned monopolies and moving through different types of alternatives such as the single market buyer and wholesale competition. We discuss the characteristics of each market, the role of independent power producers (IPPs), and how energy markets can be reformed to be more efficient.

2:15 – 2:45	<p>Politics and Power: How Power Sector Reform Can Be Influenced by Politics</p> <p>Presenter: Karl Fickenschner, Power Africa</p> <p>Session: When does power sector reform becomes important? What are some of the elements of reform, and how can politics interfere with utility sector operations and sustainability? This session briefly reviews some political dimensions of power sector reforms and common obstacles to reform.</p>
2:45 – 3:15	<p>Identifying Your Targets: Who Is Your Audience? And How Do You Reach Them?</p> <p>Presenter: Rudy Gharib, Power Africa</p> <p>Session: The success of energy projects often depends on the participation of various stakeholders. This session is an interactive discussion on the range of energy sector stakeholders, their interests relative to energy services, and why they matter in ensuring success in the implementation of improved energy policies and new energy projects. This session will focus on how to develop the messages needed to best communicate your story to these various audiences.</p>
3:15 – 3:30	<p>Coffee Break</p>
3:30 – 5:00	<p>Designing Strategies and Managing Communications for Energy Projects</p> <p>Facilitators: Rudy Gharib, Power Africa and Susie Wheeldon, Power for All</p> <p>ACTIVITY Participants in this session will work in groups to respond to develop a communications campaign that targets a specific audience as discussed in the earlier session. Each group will focus on a different stakeholder group, using the same information, but (hopefully) different messages and tactics to develop their individual campaigns. Groups should focus on clear objectives, messages, and channels that would be most effective in reaching specific audiences. Participants will design effective and practical communication strategies targeted to diverse audiences and different energy sector constituencies. Exercise groups will examine one of three cases: an energy program associated with natural gas in Ghana, off-grid challenges in Tanzania, or Kenya grid management support program.</p> <p>As Power Africa's Communications Manager, your assignment is to help design a strategy/campaign that focuses on building support for these programs while addressing these challenges. Your task is to develop the information you need to design and implement an effective communications strategy.</p>
5:00 – 5:15	<p>Review, Knowledge Check, and Evaluation</p>

TUESDAY, APRIL 5

8:30 – 8:45

Summary of Day I Topics: Overview of Today's Topics, Learning Outcomes, and Knowledge Check

Ellen Dragotto, E3/E&I/Energy Division

8:45 – 9:30

Definition and Stages of a Power Africa Transaction

Presenter: Rebecca Gaskin, Nexant

Session: What constitutes a Power Africa project, the use of the Qualified Transactions Assistance Tool (QTAT) to screen projects to determine if they qualify to be a Power Africa Transaction. Discusses the “transactions-driven approach” of Power Africa.

9:30 – 10:15

Enabling Environment for Power Sector Finance

Presenter: Kimberly van Niekerk, Power Africa

Session: Outlines the basic conditions that are necessary to attract and sustain private sector finance. Include in this presentation the various structures for attracting investments, including Public-Private Partnerships (PPPs) and IPPs. This session refers to “common energy sector challenges” such as affordability, tariff subsidies, cost recovery, theft, commercial losses, nonpayment, utility debt/financial viability, offtaker bankability, regulatory constraints, poor governance, etc. These problems have to be resolved in advance of being able to attract investments into the sector.

10:15 – 10:30

Coffee Break

10:30 – 11:15

ABCs of Project Finance

Presenter: Vivek Talvadkar, Nexant

Session: What is project finance and what are energy transactions? Why is project finance needed? This session provides an introductory overview of project finance in the energy sector by looking at the actors involved in energy transactions, common financial instruments used to facilitate energy transactions, and techniques to effectively leverage the “profit motive” of private sector actors. The session concludes by analyzing the elements of several successful Power Africa energy transactions.

11:15 – 12:00

Project Finance Options and Risk Mitigation

Presenter: Vivek Talvadkar, Nexant

Session: Introducing the concepts of IPPs and PPPs and then follow-up with the types of project finance and different types of risks, including project risks and financial risks, as well as economic and political risks. This session looks at several examples of energy transactions and identifies how common risks are mitigated through transactional assistance, competitive procurements, innovative financing techniques, and appropriate legal and regulatory reforms.

	The session also reviews the main types of U.S. Government financial products to assist energy projects.
12:00 – 12:45	Chronology of a Power Africa Transaction Presenter: Rebecca Gaskin, Nexant Session: Takes an actual Power Africa Transaction that has reached financial closure and presents the development history of this project with a specific emphasis of the interventions/assistance provided by Power Africa (USAID and other U.S. Government partners) at the various stages of the project development cycle. Highlights all the problems, hurdles, and issues that were encountered and how they were resolved with the help of Power Africa partners/assistance.
12:45 – 1:45	Lunch
1:45 – 2:30	The Power Africa Brand Presenter: Russell Hayer, Ogilvy and Mather (via Skype) Session: The Power Africa Brand is a strong, recognizable, and noteworthy brand. As a presidential initiative, it's easy to get attention, even when we're not looking for it. During this session, we will explore the DRAFT upcoming Power Africa branding guideline, solicit participant review and input, and discuss frequently asked questions for how, when, and where to brand projects/partners as Power Africa.
2:30 – 3:15	Exploring Digital Tools That Support Energy Objectives Facilitator: Susie Wheeldon, Power for All ACTIVITY Exercise: Given the importance and effectiveness of social media, multimedia, and storytelling in delivering complex or technical messages, low literate “smart” energy-related videos and “photo albums” are particularly useful tools. Participants will review and critique energy videos, social media campaigns, and photo essays. Which ones are most effective at delivering their message?
3:15 – 3:45	Clean Versus Cleaner Energy Presenter: Brenda Maday, Engility Corporation Session: This session reviews USAID’s work on reducing greenhouse gas (GHG) emissions by implementing a range of clean energy programs in Africa. Clean energy programs include generating power from renewable sources such as geothermal, solar, or wind. However, it also includes implementing energy efficiency programs that curb reliance on fossil fuels; this energy, so-called “negawatt power” not only lowers costs, but can significantly reduce GHG emissions from existing generations.

3:45 – 4:00	Coffee Break
4:00 – 4:30	Selling Power: How to Effectively Communicate the Power Africa Energy Story Presenter: Susie Wheeldon, Power for All Session: The media often view energy projects as too technical and of little interest to their general readership. To promote broader media interest in an energy project, we need to illustrate and “sell” the range of possible stories: from lifestyle, human interest, and legislation to finance, energy conservation, political, or technological perspectives.
4:30 – 5:15	Developing Your Energy Story Facilitators: Rudy Gharib, Power Africa and Susie Wheeldon, Power for All ACTIVITY Learning Objective: Participants develop an energy-related Power Africa story to communicate to different media outlets in ways that can assist governments to manage complex energy sector policy developments. Exercise: Participants will come with their own energy-related issue from their Agency, Mission, or Post. Individually, participants will have time to develop a strategy for how to best create content that would help drive engagement around their topics. Using the materials gained in sessions, participants should consider: audience, messages, platform/tactics, and how to best position the story.
5:15 – 5:30	Review, Knowledge Check, and Evaluation

WEDNESDAY, APRIL 6

8:30 – 9:00	Summary of Day 2 Topics: Overview of Today’s Topics, Learning Outcomes, and Knowledge Check Ellen Dragotto, E3/E&I/Energy Division
9:00 – 9:45	Beyond the Grid: Power Africa Approaches to Improved Energy Access in Africa Presenter: Katrina Pielli, Power Africa Session: Affordable and reliable energy is a key input to modern society, affecting all areas in which Power Africa works. This session reviews how Beyond the Grid attempts to improve energy access. What do we mean by improved access? What populations are most affected by insufficient access to energy? What are the strategies for achieving universal access to energy?
9:45 – 10:45	Challenges for Large-Scale, Clean, Renewable Energies: Money and Power (Grid) Presenter: Nada Bright, Power Africa Transactions and Reforms Program (PATRP) Session: To understand energy provision in the context of international development, the relationship between grid and off-grid power systems is fundamental. This session discusses conditions about when centralized versus decentralized energy provision is most appropriate. What are the advantages of large-scale, grid-based renewable energy? What risks do they pose for the grid, and how can we overcome those risks?
10:45 – 11:00	Coffee Break
11:00 – 12:00	Improving Energy Access: The ABCs of Small-Scale Renewables (Off-Grid) Presenter: Katrina Pielli, Power Africa Session: Small-scale renewable energy systems face many challenges. While they may work well for the poor, they can be expensive and difficult to scale. Regulatory issues are also complicated, as are differential cost challenges. We show how USAID has encouraged improved energy access to small-scale renewables by looking at different examples of distributed energy as well as micro- and mini-grids. This session reviews a variety of regulatory, fiscal, and business considerations necessary to support sustainable, decentralized power solutions.
12:00 – 12:30	Improving Gender Outcomes in the Energy Sector Presenter: Ellen Dragotto, E3/E&I/Energy Division Session: Women represent half of the potential human capital in the world, but are underrepresented in the energy sector. To better assist USAID’s

commitment for achieving greater gender equality in the energy sector, the Engendering Utilities Program seeks to assist electricity utilities increase the professional participation of women in power distribution activities. The program is designed to improve labor market opportunities of women in the sector while contributing to better business practices and improved operations in utilities. The session will also review the Power Africa gender strategy as well as the Women in African Power concept.

12:30 – 2:00	Offsite Lunch (Blue Crane) Afternoon sessions will be held at the Blue Crane restaurant. Motorpool will transport.
2:00 – 3:30	Reverse Press Conference Moderator: Rudy Gharib, Power Africa ACTIVITY Half the battle of telling the energy story includes who actually wants to hear it. Pitching stories to the press can be a challenging part of the work that we do as communicators. This session allows you to “Ask the Press” what types of stories catch their eye and are compelling enough for editors. Join three journalists in a Q&A on their stories, their interests, and their editors.
3:30 – 4:00	Graduation, Evaluation, and Wrap-Up Ellen Dragotto, E3/E&I/Energy Division
4:00 – 5:30	Happy Hour